Translating tall targets into achievements spells out our understanding of the upfront and hidden issues vis-à-vis core strengths, level of determination, strategic planning, and of course, meticulous execution to sustain the success beyond the project. And, it is not just customary to celebrate one’s success and achievements; there is interplay of layers and connotations within, and also in its manifestation.

In the present day parlance, thrust on increasing the returns of the stakeholders by improving the productivity; increased livelihood opportunities and attaining self-sufficiency in production have gained larger importance in the perspective of growing economy and inclusive development of the country.

The schemes and programmes implemented by the Central and state government agencies and the commitment of the scientific and extension personnel could ensure a quantum jump in raw silk production, quality and productivity.

Today, the silk production in the country has reached new height with exponentially growing share of bivoltine silk production while promoting private participation in various nodes, Farmers Producers Organizations, integrated farming, Community Resource Persons to support extension and other services. This accomplishment could be possible also because of ambitious and proactive approach of the people at the helm of affairs. Indeed, there has been a reason to celebrate and recognise the contribution of the stakeholders and the implementing agencies!

Central Silk Board and Union Ministry of Textiles, at the recently organized mega silk event – Surging Silk at New Delhi, besides acknowledging the contribution of state sericulture departments towards development of sericulture and silk industry in the state and also the best achievers who played a game changer for the industry in the categories of chawki rearing, seed production, cocoon production and reeling in mulberry and Vanya silk sectors, by setting a benchmark and inspiring the fellow stakeholders to emulate and achieve success.

The main significance of achievement motivation lies in the fact that it serves as a fuel to activate entrepreneurs to exert more and higher level of efforts to achieve something important to them and the industry while it coincides with the rapid development of enterprises. In fact, it is basically the predisposition of an entrepreneur to accomplish something important and unique; lest they do not feel contentment, but always have desire for more and more. Success while enables one to grow in a healthy environment, supporting new ideas, the life changing experience inculcates an amazing passion. This passion is contagious, motivates one to pursue one’s dreams.

And, this event, a new category was identified for those who may not be directly involved in production; yet, their involvement in Innovation and Institution Building had been given special recognition. That’s where the role of public recognition comes in; not only to acknowledge success; but also to recognize their initiatives and distinction in supporting the industry excel.